

2017 Facebook Guidelines

While Facebook is no substitute for a robust website, it provides an easy and effective way to promote your content and communicate with both League members and the public at large. Through a Facebook page, you can help the public become more involved with your League, educate them on the League's issues and positions and help move them up the ladder of engagement. Growing numbers of the League's traditional membership are joining social media channels like Facebook, making the platform a successful way to engage both new fans, as well as strengthen relationships with existing supporters. (Forbes, 12/2013).

Goals

- Elevate the good work your League is doing
- Highlight the impact your League and other Leagues are having across the country
- Share information on priority issues
- Increase engagement by sharing information and fostering dialogue

Content

Your Facebook posts should update your followers on your League's progress at the local, state and national levels. As a general rule, each post should include a link or photo and do one of the following: a) direct fans back to your website; b) quote or cite your work or a topic related to your work; or c) quote/cite LWVUS or state/local League work, or redirects to their website or Facebook page. These practices will help engage more people with your work, especially your website and with your position on the various issues that concern the League both in your community and more broadly. Additionally, it is important to include introductory text and context when sharing links to introduce and frame the content being shared.

Types of content to consider sharing –

- News articles quoting or citing your League, other Leagues or on priority issues
- Blog posts by your League, other Leagues and partner organizations
- Press releases or statements



- Photos/videos from your events, including voter registration drives, candidate forums, etc.
- Political cartoons or relevant graphics/memes
- New resources from your League, other Leagues or partner organizations
- Action alerts or other calls to action on local, state or national issues

Your Facebook page should not be the place where you promote internal League events and meetings. **Rather, it should speak to members and non-members alike.** Ultimately, we hope most of your members are following your activity on Facebook, but your priority should be to make your page accessible to someone who is new to the League and may not know the intricacies and nuances of membership with the League.

Tone

To best engage fans, the tone of Facebook posts should be relatively informal. Encourage conversation, and invite fans to comment or respond to a question. Keep in mind that you will likely have new fans joining your page on a regular basis, so it is important to always explain the context and background for what you're posting to enable users understand your position on the topic at hand. Relatedly, it is important to remember that Facebook is an external tool to reach beyond your membership; internal messages and communications should be shared on other channels and not on Facebook.

Tagging

On Facebook, like Twitter, you can tag or mention other organizations that you're working with. You can tag an organization or media source in your posts by first "liking" them and then typing their page name prefaced with an "@" sign. This will create a link to that organization's Facebook page within your update. They will receive a notification that they've been tagged in your post, and your post may show up on their Facebook page, thereby introducing some of their fans to your update and page. You should tag your League in all of the photos you post. You can also "de-tag" your page from posts or photos, to remove a link to your Facebook page from another organization's post.

Frequency

While each League can determine its own capacity, we recommend posting to Facebook 3-5 times a week. Once you master that, you can try to post daily, or even up to two times a day. If posting multiple times a day, we recommend spacing your posts out, so as not to overwhelm your fans, and also to give each post time to receive adequate attention. You should also vary the time and days of your posts to see what works best for your audience, and adjust accordingly.

Posts can even be scheduled ahead of time so you can plan ahead. To schedule a Facebook post, simply click on the clock symbol when making a status update, and you'll be able to select a publish date and time. The scheduling tool is a great way to make sure that you don't forget major holidays or anniversaries, or to simply plan ahead based on your capacity. You can also easily edit the time or content of scheduled posts by going to your page's Activity Log.

Photo Dimensions

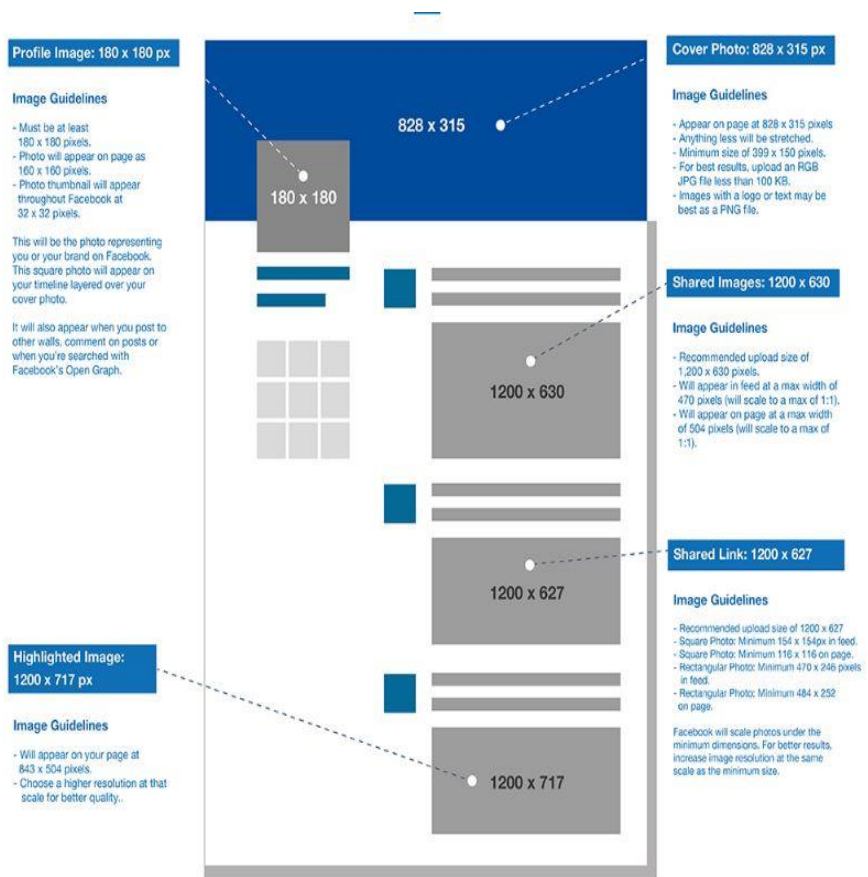
Adding pictures to your posts will make them catch the eye of your fans when they are scrolling through their news feed. Additionally, any images posted on your other social media accounts can be reposted on your Facebook page.

One of the most important aspects of your Facebook page is your profile picture and header. Your profile picture is the top left square photo, and is the image that acts as the icon next to the account name in all posts. The header photo is the larger, rectangular image at the top and is only seen when on your profile page. Make sure these photos follow the correct dimensional size so that they are not pixelated or cut off.

Shared image: The picture you are posting to your feed. Adding a picture alongside your written content is optional on Facebook, but recommended. The dimensions for this type of image are 1200 x 360.

Cover photo: This is the photo that acts a header to your profile page. Cover photos are a wide yet short rectangular shape, so they tend to get cut off. When you post it, Facebook will let you adjust to make sure that the most important part of the photo is displayed. The part that is shown is 828 x 315.

Profile image: The profile image shows up on the top left of your profile page as well as next to your account name on all posts. It is a square image with the dimensions of 180 x 180.



Have any questions, concerns or comments? Please do not hesitate to contact scourtney@lwv.org